



New look planned for Chuck E. Cheese character

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Chuck E. Cheese is getting a makeover.

Restaurants operated by Irving-based CEC Entertainment Inc. may be the place "where a kid can be a kid," but apparently the current look of the gray rodent mascot is getting a bit long in the buck tooth.

This version of Chuck E. Cheese, sporting a baseball cap and T-shirt emblazoned with the letter C, has been the mascot for the restaurant-amusement hall chain for several years.

Now, as the company wrestles with weaker-than-hoped-for sales, it's launching a new marketing campaign aided by the Dallas-based Richards Group.

The new Chuck E. will make his debut in July and will be featured in TV and print ads. A revamped website will launch in the fall. The company is looking to shore up sales following a lackluster first-quarter performance.

In a conference call Thursday with analysts, the company said first-quarter revenue, profit and sales fell as warmer spring weather lured families outside and consumer costs continued to rise.

Profit for the quarter that ended April 1 slipped 5.2 percent to $32.3 million, or $1.81 per share, compared with $34.1 million, or $1.71 a share, a year ago.

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